

## Prime Day's Online Sales Reach New Record



US consumers spent a record \$6.4 billion on Prime Day, making it the biggest e-commerce day so far this year, according to data from Adobe Analytics.

The money that shoppers shelled out on July 11 — the first day of the annual online shopping event — marked a 6% increase year on year, Adobe said Wednesday.

Categories driving the sales included appliances, toys, apparel and electronics, which respectively jumped 37%, 27%, 26% and 12% compared to an average day in June.

“Prime Day has become one of the biggest e-commerce moments of the year as consumers latch onto major discounts from a number of different retailers,” said Vivek Pandya, lead analyst at Adobe Digital Insights. “The record spending so far shows us that consumers are tapping into their inner bargain hunters, stocking up on specific categories such as electronics and apparel while the discounts remain steep.”

The “Buy Now, Pay Later” option has gained popularity, as it offers shoppers a way to manage their spending while still getting the items they want, Adobe noted. That option accounted for just over 6% of online orders, or \$461 million in revenue — a 20% jump from last year.

Smartphones made up 44% of this year’s day-one Prime sales — 1% more than in 2022 — while 20% of the day’s [e-commerce](#) purchases included curbside pickup, Adobe added.

Prime Day began as a dedicated time for [Amazon to offer](#) significant deals on its site, but other retailers now take advantage of the event to offer online discounts of their own.

*Image: A woman shopping online. (Shutterstock)*